

Communicating SWA Results to Maximize SWP Opportunities

Upstream Neighbors—An Agricultural Perspective

Tom Van Arsdall, June 2, 2003

Communicating SWA Results to Agricultural Stakeholders

- Early & Often
- Just the Facts, Ma'am
 - Credibility Key
 - Avoid Backlash
- Translate so Ag Audience Understands
 - Into Terms Farmers Can Relate to
 - Share Cost, Risk Implications for You
- Use SWA Findings As Basis for Problem Solving, Not Finger Pointing

Communicating SWA Results to Agricultural Stakeholders

- SDWA SWP Legislative Experience
- Use Established Channels Farmers Trust
 - National
 - State
 - Local—Relationships Key
- Same Principles Apply to Seeking SWP Actions

Achieving SWP Successes WITH Ag Neighbors

Reality Check

- SWP is Not DW Community's Top Priority
- SWP = Farmers & Ag Must Take Action
 - Aggregation of Individual Decisions to Act & Actions Taken
- What is Your Legacy in Dealing With Farmers?

Achieving SWP Successes WITH Ag Neighbors

Reality Check, 2

- Mandates Generally Not Option
- SWP Efforts Nothing New
 - Why Limited Success to Date?
 - What Will YOU Do Differently to Succeed?
- TMDL's—How NOT to Do It

Achieving SWP Successes WITH Ag Neighbors

➤ It's Not Rocket Science!

- SWP Action Plan is a Process of Dealing With Other Stakeholders
- Sweat Equity & Relationship Building
- Role Reversal—What Would It Take for You to Act on a Farmer's Request?



Achieving SWP Successes WITH Ag Neighbors

➤ The “KISS” Principle:

Plagiarize!

Adopt the Same Basic Approaches That
Have Been Shown to Work in Existing Ag
Extension & Conservation Assistance
Programs

No, It's NOT Going to Be Easy!

Achieving SWP Successes WITH Ag Neighbors

- SWP = Watershed Protection
 - SW BMP = WQ BMP?
 - Because It's There?—Where Different, Challenge is to Explain Why
- Minimize Tribalism!
- Network With Key Ag Contacts
- Translate SWA Results into NECESSARY SWP Actions Understandable to Ag

Achieving SWP Successes WITH Ag Neighbors

- SWP Vision, But Be Pragmatic
- Success Breeds Success
 - ID Early Partnering Opportunities
 - Brag About SWP Heroes
- Success is Local
- Encourage Ag Ownership in SWP

Achieving SWP Successes WITH Ag Neighbors

- Understand the Perspective of Farmers & Agribusiness
 - They're Busy
 - Ag Mission, Not DW
 - Limited Resources
 - Trying to Stay in Business
 - Want to Know WHY
 - Risk Averse

Achieving SWP Successes WITH Ag Neighbors

- Understand the Perspective of Farmers & Agribusiness, more—
 - SWP BMP Proven?
 - Compatible with Farm/Business?
 - Cost?
 - Management Requirements?
 - Cost-Share, Tech Assistance Available?

Achieving SWP Successes WITH Ag Neighbors

- ONE WQ Vehicle Up the Farm Lane!
- Better Yet, Send an Ag Messenger

Achieving SWP Successes WITH Ag Neighbors

- Rappahannock Watershed—A Shared Personal Experience



Achieving SWP Successes WITH Ag Neighbors

- Thinking Outside the Box. What are You Willing to Invest in Working WITH Ag Neighbors?
 - Your Avoided Costs?
 - Leveraged Investment?
 - Other?

The Ultimate in SWP—Aim High, But Step Carefully!

